

Cooperative Educational Services

Communications Services

www.ces.k12.ct.us



Fact Sheet

The Regional Center for the Arts building at 23 October Drive has 6 dance studios.

The Video production lab in the new building is equipped with 16 iMac computers, up-to-date editing and production software.

2 sound-proof music rooms are housed on the left side of the building to accommodate music ensemble and jazz band without disturbing other classrooms.

Build credibility and develop community support through communication initiatives.



Work with the media to ensure positive and consistent news coverage.

Train staff to be effective communicators for your district or school.



Implement a marketing campaign to recruit students.



Increase effective communication with newsletters and print materials.



Choose the best method to target a specific audience at the right time.

Providing Public Information, Print Publications, Event Planning, Web Design, Media Coaching, and Marketing and Recruitment Services for your district or school.



C.E.S. Communications Services

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It is the policy of C.E.S. that no person shall be excluded from participation in, denied the benefits of, or otherwise discriminated against under any program on account of their race, color, religious creed, age, marital or civil union status, national origin, ancestry, sex, mental retardation, physical disability or sexual orientation.



C.E.S. Communications Services offer everything your school or district will need to effectively reach your constituents. Whether it's a brochure, a new marketing campaign or a communications plan, we cater to your needs.

Communicate

Develop a Plan

C.E.S. offers a number of options, ranging in cost, from producing newsletters, publications, design, community relations, press coverage, or providing all of the above in a comprehensive communications plan. To develop a communications plan for your district, C.E.S. will create a strategic communications plan with you and your district to achieve your educational goals.

C.E.S. will work closely with you and your leadership team to carry out your communications initiatives in a thorough and professional way.

Marketing & Recruitment

Reaching the right audience at the right time can be a difficult task in the age of technology and information overload. Tailored marketing initiatives are developed to ensure a successful recruitment season. Our marketing services also include marketing materials for budget campaigns, reports and surveys, directories, attendee registrations, conferences, and more.

Publicity Planning

Too often schools only make headlines when there's a negative story to tell. Our media relations expert knows what makes a story newsworthy. Let us work with your local media outlets to spread positive noteworthy news and events happening at your school or in your district. Training on how to work with the media, write press releases and determine a good story for the media is also available.

Graphic Design Training

Learn the basics of Adobe Photoshop or Adobe InDesign to touch up photos, resize images, and create attractive and effective brochures, flyers, handbooks and presentations. Intermediate training is also available. Web design services and website content management will transform your website into a smart, user-friendly source of information for your staff, families, students and the community.

Publications

Our newsletters, in print or online, will deliver information to parents, staff, students and the community in an organized, accurate and visually appealing way. Newsletters can inform your audiences of changes in policy, accolades, new programs, special announcements and more. C.E.S. is available as writer, editor and/or producer. In addition, training on effective newsletter design and content management is available. C.E.S. can also create school and district calendars, posters and brochures.

Event Planning

Planning a fundraising event? Hosting a meet-and-greet? C.E.S. will help you from beginning to end with all of the details. We can assist with everything from selecting the right venue, to attracting attendees and filling those seats to ensure you host a successful event! Past events include charity golf tournaments, run/walk fundraisers, a lecture series, conference planning, and more.



For more info: Contact

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It's advisable in every situation...to focus on the receiver of your message before, during, and after you communicate."

- Diana K. Ivy



Communication leads to community, that is, to understanding, intimacy and mutual valuing."

- Rollo May